Sample Endorsement Letter

October 20XX

Dear [name of Department] Employee:

Each year state and university employees join forces to raise funds through the Partners in Giving campaign, also known as the State, University and UWHC Employees Combined Campaign of Dane County (www.giving.wi.gov). This year's campaign includes more than 500 charitable, social, environmental, and civic organizations. The drive will be conducted from October 10 to November 30.

The advantage of Partners in Giving is that your gift can be made to the general campaign or can be specifically directed to one or more individual charities or umbrella organizations. Donations can easily be made through payroll contribution and spread over several paychecks.

Last year's campaign raised approximately \$2.7 million. The participation rate was approximately 20%. Our department raised \$_____ and had a participation rate of ___%.

Many of us know someone who has been helped by one of the participating charities. Spend some time reading the campaign booklet, and I'm sure you will be able to find at least one charity that has made a difference in your own life.

This year's goal of \$2.8 million and an increase in the overall number of donors can only be reached through the generosity of employees like you. I hope everyone will take a moment to thoughtfully read through the material you will be receiving. Your participation and financial support are very important.

Sincerely,

Agency Head



Sample Letter to Coordinators

September 20XX

Dear [name]:

Thank you for agreeing to serve as a coordinator in the Partners in Giving Campaign, also known as the State, University and UWHC Employees Combined Campaign of Dane County (www.giving.wi.gov). The success of the campaign depends heavily upon your willingness to help.

Many of our employees have long been supporters of the campaign. Each gift is significant, regardless of the amount, and will help us reach our goal of \$2.8 million and an increase in the overall number of donors. There are more than 500 charities in this year's campaign.

A training session is critically important. A list of scheduled trainings is below. Please attend the training most appropriate for your schedule. Contact Jody Medeke (261-8862) or jody.medeke@wisconsin.gov with questions.

Wednesday, September 28 9:00 – 10:30 a.m. DCF/DCD Room D203 201 E. Washington Ave.

Wednesday, October 5 9:00- 10:30 a.m. DOT, Room 421 4802 Sheboygan Ave.

Tuesday, October 11 2:00- 3:30 p.m. DOR, 1st Floor Events Room 2135 Rimrock Road

Packets of campaign materials will be delivered to you before the start of the campaign. You should personally hand them to the individual employees (personal contact is a fundamental principle of a successful campaign). You will also be responsible for depositing your report envelopes <u>every week</u> at a designated branch of Summit Credit Union. Please forward a photocopy of the deposit envelope to me for record-keeping purposes.

Thank you again for your contribution to this important campaign. Please don't hesitate to contact me if there is any way I can help.

Sincerely,

Campaign Chair for (Agency Name)



Sample Follow-Up Letter to Coordinators

November 20XX
Dear [name]:
By the time this letter reaches you, this year's Partners in Giving campaign (www.giving.wi.gov) will be more than half over. I am writing to ask you to take stock of the campaign in your department or division, and to make contact with non-respondents in whatever fashion you feel is most appropriate. For example, our own department's representative,, has recently distributed a brief letter simply reminding people of the campaign and its beneficiaries. Such a letter could also repeat that you are available to answer questions or concerns, or that you have pledge forms available for those who have misplaced theirs.
If you need additional materials, please contact Doug Palm at 246-4389.
The deposit and reporting process seems to be working well. Currently, our department has raised \$ and has a participation rate of%. We remind you that we would like a photocopy of your completed report envelopes for record-keeping purposes.
Thank you again for your dedication and hard work.
Sincerely,
Campaign Chair for (Agency Name)



Sample 1st Follow-Up Letter to Prospective Donors

(supplemental to personal contact)

October 20XX

Dear [name]:

Last week I gave you information about the Partners in Giving campaign, also known as the State, University and UWHC Employees Combined Campaign of Dane County. Included in the packet was a campaign booklet and a pledge form. This is the only time during the year that you will be approached at the workplace for a contribution. Through this one campaign you can support any of the more than 500 charities that participate.

Employees have a variety of giving options:

- Give through payroll contribution, check, or cash using a paper pledge form
- Giving by credit card on line at the Partners in Giving website (www.giving.wi.gov)

To make a pledge or contribution, simply complete the pledge form. If you are making a contribution by cash or check, please attach your donation to the pledge form. Checks should be made payable to "Partners in Giving" or "State Employees Combined Campaign." Keep the copy marked "Employee Copy – Retain for IRS Record" to verify your contribution. You may return the other two copies of the pledge form to me at any time between now and the end of November.

Please, don't set the material aside and forget about it! If you have misplaced your pledge form, please contact me for a new one. Please remember to sign your pledge form.

Thanks very much for your help.

Sincerely, Campaign Coordinator Phone number



Sample 2nd Follow-Up Letter to Prospective Donors

November 20XX

Dear [name]:
In recent weeks you have received information and pledge material for the Partners in Giving campaign, also known as the State, University and UWHC Employees Combined Campaign of Dane County (www.giving.wi.gov) Your campaign coordinator has distributed it to you with a reminder to return your pledge form before the end of November.
Many of you have been active in organizations represented by the campaign. Some of you have been helped by one of these organizations, and many more will have a need at some time in the future. I hope you will keep this in mind as you make your pledge. Please take a thoughtful look at the broad range of organizations that receive funds through the campaign.
If you have not yet returned your pledge form to your campaign coordinator, please do so in the next few days. If you have misplaced your pledge form, please call me at and I will send you another one.
Thank you for your support of the Partners in Giving campaign.
Sincerely, Campaign Chair for (Agency Name) Phone Number



Your Partners in Giving Coordinator is _____ Phone____

Sample Request Letter Asking Companies To Donate Gifts For Drawings

Employees soliciting gifts for drawings should speak with department legal counsel prior to doing so to determine if such a solicitation is appropriate.

Do not use agency letterhead, and be sure to identify yourself as a volunteer for the campaign, rather than an employee of any particular agency. Should you require a tax exempt ID#, please contact Fiscal Agent representative, Nick Wood @ nwood@uwdc.org.

September 20XX

Jane Doe, Manager Tasty Restaurant State Street Madison, WI 53703

Dear Jane,

I am writing to request a donation of a lunch gift certificate from the Tasty Restaurant. I plan on using this certificate as a door prize at my workplace's annual fundraising campaign.

I am a volunteer for the Partners in Giving campaign, also known as the State, University and University of Wisconsin Hospital and Clinics (UWHC) Employees Combined Campaign of Dane County (www.giving.wi.gov). The Partners in Giving campaign is an annual, cooperative fundraising campaign authorized to run at state workplaces. It's designed to give State, University and UWHC employees a chance to support charitable causes. Last year thousands of state employees participated and generously pledged approximately \$2.7 million in support of local, state, national and international charities.

This year we are planning a kick-off event in October, complete with food and prizes donated from local businesses.

I hope you will be able to support this worthy cause. I plan on calling you the week of September ____ to discuss this request. I would be happy to answer any questions you may have. I look forward to talking with you.

Thank you for your kind consideration. Sincerely,

Your Name Partners in Giving Volunteer Address Phone #

Sample Memo at End of Campaign

DATE: December 20XX

TO: Partners in Giving Campaign Coordinators

FROM: [name], Partners in Giving Campaign Chair for (Agency Name)

RE: 20XX Partners in Giving Campaign

I am writing to thank you for bringing your time, talents and energy to the Partners in Giving campaign (www.giving.wi.gov) This year's campaign was a tremendous success. Our agency raised \$_____ and had a participation rate of __%. This success was only made possible through your hard work and dedication.

To celebrate our success, please join me at this year's Partners in Giving celebration on ____ at ____ at ____. The reception is to thank all of those who have helped in making the campaign such a success.

On behalf of the more than 500 charities that have benefited from your hard work, thank you!



Sample Thank You Letter To Contributor

Dear (name):

With your contribution to the Partners in Giving campaign (www.giving.wi.gov) ,you are making a difference in our community locally, nationally and internationally. You are making a difference in people's lives.

On behalf of the campaign, I would like to thank you for your generous contribution. Because of your generosity, employee contributions total \$_____, up __% over last year for (your department name).

I am enclosing a recognition item as a token of our thanks. You make the difference in our community!

Thanks again for your support!

Sincerely,

